



How to Reduce Junk Mail

The average American household receives more than 500 pieces of advertising mail each year. A significant portion of this is unwanted, or “junk” mail.

Recycling junk mail is a good start, but reducing the flow of junk mail will conserve natural resources and save landfill space.



Don't Let Your Name Become a Commodity!

Every time you enter a contest, make a donation or a purchase, order a product by mail, subscribe to a magazine or send in a warranty card, your name and address may be placed on a mailing list. Then the mailing list may be rented, sold or traded.

To limit your mail to those items you look forward to receiving, write "Do not rent or sell my name" or "No mailing lists" next to your name.

Contact Companies and Organizations Directly

To stop receiving mail from specific sources, call the customer service number (often a toll-free number) of the organization or business in question. Request that your name be removed from their mailing list. Or, send in a written request that is signed and dated.

Use the attached postcard to make a written request. If you use your own postcards, make sure they are at least 3½ by 5 inches and on postcard-thickness paper. Since the mailing label will help the company identify how you are listed in its files, have the label handy when you call, or tape it to the postcard if you make a written request.

Get Off National Lists

One effective way to remove your name from many national mailing lists is to write to the Direct Marketing Association's Mail Preference Service. This free service is good for five years. It works only for national mail, not local mail, and only for residential addresses, not businesses. Send your name and address (in every variation shown on the junk mail you receive) to:

Mail Preference Service

Direct Marketing Association
PO Box 9008, Farmingdale, NY 11735-9008

If you just wish to stop certain advertising mail, but not all of it (for example, if you want to receive certain catalogs), consider the options below.

For your convenience, we have provided local and toll-free telephone numbers to use. In some cases, toll-free numbers may work only during normal business hours (may be east coast business hours).

Get Off Warranty Card Lists

Warranty cards can be a means of gathering names for mailing lists. Consider not sending in the card for a new product (it's usually not required). To remove your name from lists generated from warranty cards, contact one key company:

The Polk Co. (formerly *National Demographics & Lifestyles*), Customer Service Department
1621 18th Street #300, Denver, CO 80202

Get Off Lists For "Occupant" Mail

To stop receiving some of the coupons, ads and product samples addressed to "resident" and "occupant," contact:

ADVO, Inc., List Service Supervisor
239 West Service Road, Hartford, CT 06120
or call their Seattle area office at (253) 872-0553

First Data Solutions (formerly *Donnelley Marketing*), Data Base Operations
1235 N Avenue, Nevada, IA 50201

Val-Pak Direct Marketing
8575 Largo Lakes Drive, Largo, FL 33773
1-800-237-6266

Get Off Lists For Credit Offers

Under a new federal law that took effect in September, 1997, you can call a toll-free number to have your name removed from mailing lists used for credit offers. The toll-free number is operated by the major national credit bureaus. The number, which works 24 hours a day, is:

1-888-5-OPT-OUT, or 1-888-567-8688

Calling this number should virtually eliminate pre-approved credit offers, and may also cut down on unsolicited insurance offers. When you call the number, you can have your name removed from these credit bureau lists for two years. Or, wait until the

recording asks if you want your name taken off these lists permanently (you will then be sent a form that you must send in for that). When you call the number, you will be asked to give your social security number, along with your name, address and phone number. The credit bureaus, which already have access to people's social security numbers, say the information is confidential. They say they only ask for the numbers in order to confirm requests.

Notify Mailing List Brokers

Some companies specialize in collecting lists and selling or renting them. To have your name removed from the lists of three major mailing list companies, call these toll-free numbers:

Experian. 1-800-407-1088
The Polk Co. 1-800-873-7655

Some material adapted from: Privacy Rights Clearinghouse, San Diego, CA; Good Advice Press, Elizaville, NY; and Seattle Public Utilities. Updates of the information in this guide will be posted on the King County Solid Waste Division website at: www.metrokc.gov/dnr/swd/index.htm Click on the Waste Reduction section. Also see the website for other information on waste prevention and recycling, or call the Division at (206) 296-4466; 1-800-833-6388 (TTY).

This material will be provided in
alternative formats upon request



***Please remove my name
from your mailing list.***

Name _____

Address _____

City _____ State _____ Zip _____

Variations of my name _____

Variations of my address _____

Signature _____ Date _____

C U T H E R E

**Use this page as a model for your own postcards or print, cut out, and paste
this page on cardboard backing to mail. Send cards to individual businesses
and organizations that you wish to stop sending you mail.**